



Quick Notes

from the Idaho Office of Highway Safety

May 30, 2012

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Fatalities for 2012 = 60

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

Every summer mowing lawns was my way of life during my junior high days in Boise. The conversation my mother usually had with all her friends went along the lines of "... well I am sure Brent can mow it at a fair price." This was the joy of having your mother as your business agent.

On July 20, 1969 I was mowing Betty Hill's back lawn when she appeared out of nowhere and called me into her house. The thought of "... now what ..." rapidly disappeared when I realized she wanted to share the news on television of the Apollo 11 landing on the moon. At the time it was almost beyond my comprehension that scientific technology could put human beings on the moon and have them ready to venture out onto the seemingly forbidden landscape.

Today scientific technology continues to evolve here on earth to enhance the safe operation of motor vehicles. This includes vehicles that can "talk" to each other. The National Highway Traffic Safety Administration (NHTSA) and the Research and Innovation Technology Administration (RITA) have been working with the auto industry, state and federal partners to research the effectiveness and feasibility of connected vehicle technology that enables vehicles to "talk" to one another with Wi-Fi-like technology that could help prevent crashes altogether. An overwhelming majority of drivers who have experienced technology that allows vehicles to communicate with each other have a highly favorable opinion of its safety benefits, according to data recently released.

Pilot programs that involved "intelligent vehicles" were held between August 2011 and January 2012 to gather feedback from 688 drivers who participated in tests of "vehicle-to-vehicle" communications. The information gathered from the program showed that an overwhelming majority of drivers would like to have the features included in their own vehicles, and most believe the technology would be useful in improving driver safety.

The driver clinics were the first phase of the Connected Vehicle Safety Pilot Program and this work was completed this past year to gather information on how drivers would interact with the technology. More than four out of five participants, or 82 percent, strongly agreed that they would like to have vehicle-to-vehicle safety features on their personal vehicle. In addition, more than 90 percent of the participants believed that a number of specific features of the connected vehicle technology would improve driving in the real world, including features alerting drivers about cars approaching an intersection, warning of possible forward collisions, and notifying drivers of cars changing lanes or moving into the driver's blind spot.

A yearlong second phase of the Connected Vehicle program starts this summer, during which approximately 3,000 equipped vehicles will test crash-avoidance technologies that include in-vehicle forward-collision warnings, "do not pass" alerts, and warnings that a vehicle ahead has stopped suddenly.

Some might say that intelligent vehicle technology is impossible. I am sure there were those that believed in 1969 that humans could never land on the moon and return safely. The vehicle-to-vehicle communications technology has the potential to significantly contribute to the elimination of fatalities and injuries associated with vehicle crashes and could one day help motorists avoid these serious crashes altogether. The Idaho Transportation Department's Office of Highway Safety supports this research and believes this technology may prove to be the next level of highway safety here in Idaho. I look forward to it! I am sure you will agree this exciting new horizon will support us well as we all continue our journey together *"Towards Zero Deaths."*

Brent Jennings, PE
Highway Safety Manager
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Lewiston police officer honored for highway safety commitment

Sgt. Ted Piche' of the Lewiston Police Department was honored Tuesday (May 8) for his highway safety efforts in Idaho.

He received a National Highway Traffic Safety Administration (NHTSA) "Safety Champion Award" from John M. Moffat, NHTSA regional administrator for the states of Idaho, Montana, Oregon, Washington and Alaska. The presentation took place during the 2012 Idaho Highway Safety Summit, hosted by the Idaho Transportation Department this week (May 7-8) in Boise.

Piche' was selected for the NHTSA award because of his work developing Idaho's Law Enforcement Liaison (LEL) program into a national model and for his long-time advocacy of highway safety. His contributions toward development of the "One Team" highway safety concept in Idaho also were highlighted.

LELs promote traffic safety as a priority, share effective law enforcement strategies, promote multi-agency task forces, encourage traffic safety efforts and offer law enforcement perspectives to the transportation department's highway safety activities.

The veteran of the Lewiston Police Department became chairman of the ITD Office of Highway Safety's LEL program in 2008.

"Ted's contributions to Idaho, the Pacific Northwest and the entire country are invaluable," said ITD Highway Safety Manager Brent Jennings. "His dedication and hard work truly represent a great model for highway safety."

Published 5-11-2012



Annual Click It or Ticket effort saves lives with simple message: buckle up, for real

From 2006 to 2010, seat belts saved the lives of more than 69,000 people in motor vehicle crashes. However, if all passenger vehicle occupants aged 5 and older in 2010 had worn seat belts, an estimated 3,341 more lives could have been saved.

More Americans than ever are connecting the dots. They understand that seat belts are a major factor in whether crash victims survive or perish, so they're doing the smart thing and buckling up. And in 2011, [84 percent](#) of vehicle occupants used their seat belts. [Click to read the entire article with links.](#)

Congratulations to the 2012 Act Out Loud Winners!

Act Out Loud teams worked very hard this year and NOYS would like to thank all the schools, student organizations, and partners that participated and helped promote the contest.

\$10,000 GRAND PRIZE WINNER **Lake City High School, Coeur d'Alene, ID** ***Business Professionals of America (BPA)***



New Study: No Progress in Reducing Motorcyclist Deaths

Strengthening Economy and Rising Gas Prices Don't Bode Well

WASHINGTON, D.C. -- A [report](#) released today by the Governors Highway Safety Association (GHSA) finds that no progress was made in reducing motorcyclist deaths in 2011. Based upon preliminary data from 50 states and the District of Columbia, GHSA projects that motorcycle fatalities remained at about 4,500 in 2011, the same level as 2010. Meanwhile, earlier this month, the National Highway Traffic Safety Administration projected that overall motor vehicle fatalities declined 1.7 percent in 2011, reaching their lowest level since 1949. Motorcycle deaths remain one of the few areas in highway safety where progress is not being made.

The [new report](#) -- the first state-by-state look at motorcycle fatalities occurring in 2011 -- was authored by Dr. James Hedlund of Highway Safety North. Most states have reasonably complete fatality counts for at least the first nine months of 2011, enabling GHSA to confidently project the full year. Dr. Hedlund completed similar projections for GHSA in 2009 and 2010, with both being very close to the final fatality numbers.

Comparing the first nine months of 2010 to 2011, motorcyclist fatalities decreased in twenty-three states, with notable declines in many. In Connecticut, for example, motorcycle deaths dropped 37 percent, while in New York and North Carolina they fell 16 and 21 percent, respectively. GHSA's member in New York State is the Governor's Traffic Safety Committee (GTSC). According to [Barbara J. Fiala, Commissioner of the New York State Department of Motor Vehicles](#) and Chair of GTSC, the decrease in fatal motorcycle crashes in that state is due to a mix of countermeasures focusing on enforcement, education and engineering: "In New York, we are educating motorists to watch for motorcycles, riders to wear bright protective gear to make themselves more visible, and law enforcement officers on conducting efficient and effective motorcycle checks," Fiala said. "It is encouraging to see that these efforts, which have been conducted with our state and local partners, are making a difference."

Twenty-six states and the District Columbia, on the other hand, reported an increase in motorcyclist deaths. In South Carolina and Texas, they rose 26 and 16 percent, respectively, while in California they increased 10 percent. [GHSA's Immediate Past Chairman and Director of California's Office of Traffic Safety, Christopher J. Murphy](#), pointed out that the state experienced a dramatic 37 percent decline in motorcycle deaths from 2008 to 2010, so while disappointing, it would not be unexpected to see a smaller decline or even an increase, for 2011.

The economy influences motorcycle travel in several ways. With the economy improving in 2011 and further strengthening in 2012, more people will have disposable income for purchasing and riding motorcycles. At the same time, rising gas prices may cause more individuals to choose motorcycles for transportation because of their fuel efficiency.

For his work on behalf of GHSA, Dr. Hedlund compared gas prices, motorcycle registrations, and motorcyclist fatality trends since 1976. He found that for the entire period fatalities closely track registrations, with significant similarities from 1990 to 2008. At the same time, as gas prices increase, fatalities also rise.

Another disturbing trend is the decrease in states with universal helmet laws. Helmet laws are the only motorcycle safety strategy whose effectiveness is rated as five-star in NHTSA's highly-regarded publication, "Countermeasures That Work." Only [19 states currently require all riders to wear helmets](#), down from 26 in 1997. Earlier this year, Michigan repealed its universal helmet law, while similar legislation has been introduced in five other states. No state has enacted a universal helmet law since Louisiana reinstated its requirement in 2004.

[Troy Costales, GHSA Chairman](#) said, "It is disappointing that we are not making progress in motorcycle safety, particularly as fatalities involving other motorists continue to decline. As the study notes, the strengthening economy, high gas prices, and the lack of all-rider helmet laws leave me concerned about the final numbers for 2011 and 2012. Every motorcyclist deserves to arrive at their destination safely. These fatality figures represent real people - they're family, friends and neighbors."

Costales added, "The good news is that we know how to prevent crashes and the resulting injuries and fatalities involving motorcycle riders' and their passengers. There are effective strategies that, if implemented, can make a difference." Specifically, the report recommends states address five issues:

- **Increase helmet use:** Helmets are proven to be 37 percent effective at preventing fatal injuries to motorcycle operators and 41 percent effective for passengers. NHTSA estimates that helmets saved 1,829 motorcyclists' lives in 2008 and another 822 of the unhelmeted motorcyclists who died in that year would have survived had they worn helmets.
- **Reduce alcohol impairment:** In 2010, 29 percent of fatally injured riders had a blood alcohol concentration at or above the legal limit of .08, the highest of all motorists.
- **Reduce speeding:** According to the most recent data, 35 percent of motorcycle riders involved in fatal crashes were speeding, and more than half did not involve another vehicle.
- **Provide motorcycle operator training to all who need or seek it:** While all states currently offer training programs, some courses may not be provided at locations and times convenient for riders.
- **Encourage all drivers to share the road with motorcyclists:** According to NHTSA, when motorcycles crash with other vehicles, the latter usually violates the motorcyclist's right of way. Many states conduct "share the road" campaigns to increase awareness of motorcycles.

This report comes just before Memorial Day Weekend, when at least five large motorcycle rallies are planned across the country, including "Rolling Thunder," where approximately 100,000 motorcyclists convene in Washington, D.C. to pay tribute to the nation's veterans. As Chairman Costales noted, "With so many motorcyclists on the road this month, it's an opportune time to remind all motorists about this critical highway safety issue."

All data in the report are preliminary. The report presents data through September 2011. State-by-state data are available from GHSA.

Youthful Drivers

The attached link is a [free](#) app for Android phones allowing you to put texts on hold while driving. The app should soon be available for iPhones.

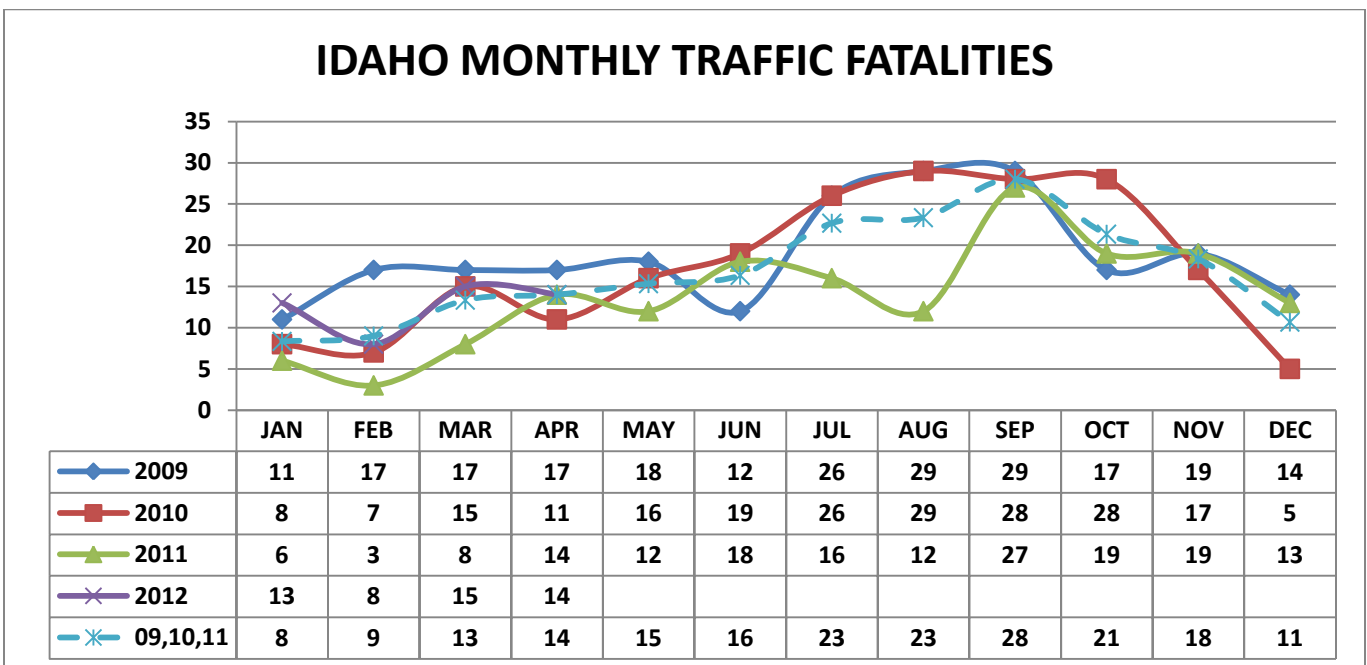
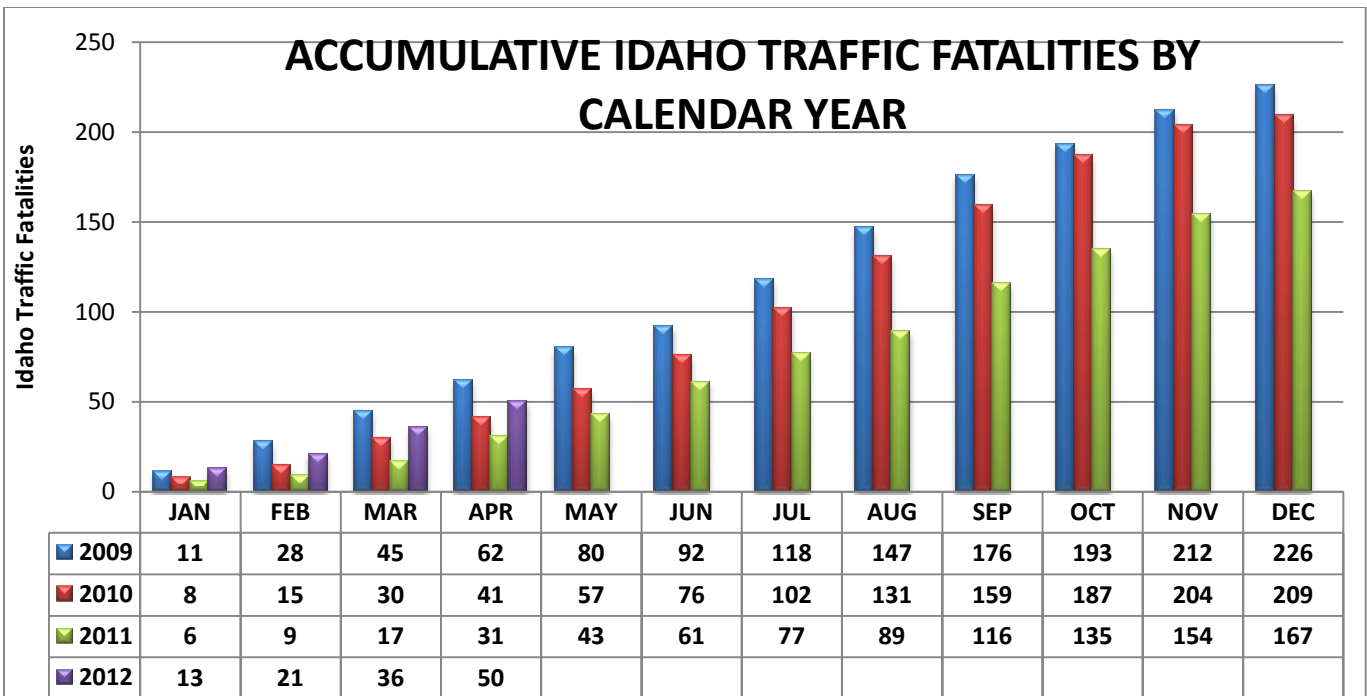
iTextSafely allows users to activate the app with just one touch to prevent crashes caused by texting while driving!

- One touch activates the app before you get behind the wheel
- All text messages will be held in queue until the app is turned off
- When activated, the auto response feature automatically replies to all incoming text messages. The message will let others know you received their message with an automatic response, or you can create your own response. Read more at: <https://play.google.com/store/apps/details?id=com.mobiletrendsinc.texthold&hl=en>

IDAHO TRANSPORTATION DEPARTMENT - Office of Highway Safety Fatalities By the Month* - April 2012

MONTH						CUMULATIVE TOTALS			
	Actual	Actual	Actual	09,10,11	Actual	Cummulative (09,10,11,12)			
	2009	2010	2011	AVERAGE	2012	2009	2010	2011	2012
JAN	11	8	6	8	13	11	8	6	13
FEB	17	7	3	9	8	28	15	9	21
MAR	17	15	8	13	15	45	30	17	36
APR	17	11	14	14	14	62	41	31	50
MAY	18	16	12	15		80	57	43	
JUN	12	19	18	16		92	76	61	
JUL	26	26	16	23		118	102	77	
AUG	29	29	12	23		147	131	89	
SEP	29	28	27	28		176	159	116	
OCT	17	28	19	21		193	187	135	
NOV	19	17	19	18		212	204	154	
DEC	14	5	13	11		226	209	167	
YEAR TO DATE	226	209	167	201	50				

*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash. Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.



National Safety Council (NSC) releases white paper: "Employer Liability and the Case for Comprehensive Cell Phone Policies"

NSC Focus on the Drive Quarterly Newsletter – [Issue No. 7, Spring 2012](#)

Car crashes are the leading cause of workplace death. Business leaders should put the safety of their employees first while realizing the effect these crashes could have on their organization's bottom line.

The newest [white paper](#), "Employer Liability and the Case for Comprehensive Cell Phone Policies," details the potential liability employers face when employees are involved in crashes where cell phone use is a factor. It explains why cell phone policies are imperative for the safety of all employees.

On-the-job crashes can cost employers \$24,000 per property damage. The cost rises to \$150,000 per injury and to as much as \$3.6 million per fatality.

Beyond these costs, employers are being found liable specifically for employee cell phone crashes, facing enormous jury and judge awards. The white paper lists numerous cases up to \$24.7 million, and those are just publicly-known cases. There are an untold number of confidential settlements. Companies incur substantial costs for defending themselves against these lawsuits.

One Fortune 500 company recently learned firsthand the dangers of implementing a policy that only covers handheld devices. The company was sued because of a 2010 crash in which a company truck struck and seriously injured a 37-year-old woman. **At the time of the crash, the driver was talking on her cell phone using a hands-free device in accordance with the company cell phone policy.** The jury handed down a **\$21 million** verdict, which the company plans to appeal.

NSC recommends every employer adopt and enforce a policy that prohibits all employees from using cell phones - handheld or hands-free - while driving.

The white paper can be [downloaded](#) and is included in the NSC [Cell Phone Policy Kit](#).

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description, Location
June 1, 2012	Alive at 25 , Nampa Civic Center., www.idsafedriver.org
June 4, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
June 8, 2012	Alive at 25 , Nampa Civic Center., www.idsafedriver.org
June 9, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
June 9, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
June 11, 2012	Alive at 25 , Elmore County Marina Building, www.idsafedriver.org
June 12-13, 2012	Pedestrian/Bicyclist Law Enforcement Training , Nampa, ID contact donna.vasquez@itd.idaho.gov
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
June 18, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
June 19-20, 2012	Pedestrian/Bicyclist Law Enforcement Training , Coeur D'Alene, ID contact donna.vasquez@itd.idaho.gov
June 20, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
June 23, 2012	Walk like MADD , Boise Veterans Memorial Park 8 am–12 noon www.walklikemadd.org/boise
June 23, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
June 30, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
July 18, 2012	Alive at 25 Workshop for Certified Instructors , Boise, Idaho
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org
July 24, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Sep 25, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Nov 20, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles	www.idahostar.org	http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers
Lane Departure	http://itd.idaho.gov/info/home_articles/safety_plan.htm	http://safety.fhwa.dot.gov/roadway_dept